

## **REMARKS/ARGUMENTS**

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herein. The present amendment is being made to facilitate prosecution of the application.

### **I. STATUS OF THE CLAIMS AND FORMAL MATTERS**

Claims 1-119 are pending in this application. Claims 1, 55-58, and 112-119, which are independent, are hereby amended. Support for this Amendment is provided through the Specification as originally filed, and specifically at page 71 and Figures 70-82.

No new matter has been introduced by this amendment. Changes to the claims were not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes were made simply for clarification and to round out the scope of protection to which Applicants are entitled.

### **II. REJECTIONS UNDER 35 U.S.C. §103(a)**

Claims 1-4, 7, 10, 12, 17, 21, 25, 29, 33, 51, 52, 57-61, 64, 67, 69, 74, 78, 82, 86, 90, 108, 111, and 115-119 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent No. 6,567,800 to Barrera et al. (hereinafter “Barrera”) in view of U.S. Patent No. 6,282,548 to Burner et al. (hereinafter “Burner”) and further in view of U.S. Patent No. 6,170,007 to Venkataman et al. (hereinafter “Venkataman”).

Claims 5 and 62 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Barrera in view of Burner in view of Venkataman and further in view of U.S. Patent No. 6,311,058 to Wecker et al. (hereinafter “Wecker”).

Claims 6, 8-9, 14-16, 18-20, 22-24, 26-28, 30-32, 63, 65, 66, 71-73, 75-77, 79-81, 83-85, 87-89, and 114 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Barrera in view of Burner, in view of Venkataman and further in view of U.S. Patent No. 6,394,354 to Wilz, Sr. et al. (hereinafter “Wilz”).

Claims 11, 13, 53, 68, 70, and 109 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Barrera in view of Burner, in view of Venkataman and further in view of U.S. Patent No. 6,311,214 to Rhoads (hereinafter “Rhoads”).

Claims 34-48, 50, 54, 56, 91-106, 110, and 113 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Barrera in view of Burner, in view of Venkataman and further in view of U.S. Patent No. 6,505,212 to Nakano et al. (hereinafter “Nakano”).

Claims 55 and 112 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Barrera and Burner in view of Venkataman in view of Wilz and Nakano.

Applicants respectfully submit that the present claims are patentable over the cited references for at least the following reasons.

Claim 1 recites, *inter alia*:

“... generating one or more interfaces to one or more external components on the one or more pages of the web site,

wherein at least one of the external components includes a call back function that requests a specified message to be forwarded to the external component such that the external component can respond to the message in a predetermined manner;

registering the one or more interfaces of the one or more external components; ...” (Emphasis added)

Applicants respectfully submit that nothing has been found in Barrera, Burner, Venkataman Wecker, Wilz, Rhoads, or Nakano, taken alone or in combination, that would teach or suggest the above-identified features of claim 1.

Specifically, the cited references, taken alone or in combination, fail to teach or suggest generating one or more interfaces to one or more external components on the one or more pages of the web site, wherein at least one of the external components includes a call back function that requests a specified message to be forwarded to the external component such that the external component can respond to the message in a predetermined manner, as recited in claim 1.

Therefore, for at least these reasons, independent claim 1 is patentable.

Independent claims 55-58, and 112-119 are similar, or somewhat similar, in scope and are therefore patentable for similar, or somewhat similar, reasons.

### **III. DEPENDENT CLAIMS**

The other claims in this application are each dependent from one of the independent claims discussed above and are therefore patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

**CONCLUSION**

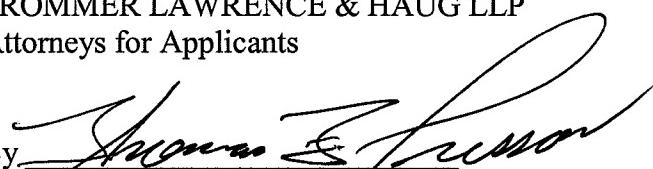
In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited references, it is respectfully requested that the Examiner specifically indicate the portions of the references providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

In view of the foregoing remarks, it is believed that all of the claims in this application are patentable and Applicants respectfully request early passage to issue of the present application.

Respectfully submitted,

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